

Message Text

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FM AMEMBASSY TEHRAN

TO SECSTATE WASHDC PRIORITY 4361

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E.O.11652: N/A

TAGS: BBSR, IR

SUBJ: PROPOSED COMPREHENSIVE MARKET SURVEY

REF: STATE 252649

1. FOLLOWING REVIEW CONTENTS REFTEL AND BRAZILIAN MARKET STUDY, POST BELIEVES SIMILAR STUDY ON IRAN, ALTHOUGH YEELDING LESS DATA BECAUSE OF NATURE OF ECONOMY AND STATISTICAL BASE, WOULD BE USEFUL FOR AMERICAN BUSINESS COMMUNITY AND OTHER ENDUSERS. (HOWEVER, SUBSTANTIAL DIFFICULTIES LIE AHEAD FOR THE TEAM DUE TO UNYIELDING FACTORS AT POST -- WORKLOAD, LEAD TIME NECESSARY, OFFICE SPACE, HOUSING, LOCAL ECONOMIC SITUATION). POST RECOGNIZES THE IMMEDIATE USE FOR SUCH MARKET INFORMATION BUT RECOMMENDS THAT FIELD ANALYSIS PHASE BE DELAYED UNTIL SPRING 1976.

2. BASIS FOR RECOMMENDATION IS BELIEF THAT ACCURATE READING OF MARKET PROSPECTS WILL CONTINUE TO BE MOST DIFFCULT DURING PROJECTED JANUARY-MARCH PERIOD IN VIEW: CONTINUING UNCERTAINTIES REGARDING (A) SPENDING BY ALL GOI AGENCIES; (B) ANTI-INFLATIONARY MEASURES, INCLUDING PRICE CONTROLS AND CREDIT RESTRICTIONS; AND (C) MEASURES AFFECTING OWNERSHIP OF INDUSTRIAL ENTERPRISES THT HAVE DEPRESSED LEVEL OF BUSINESS ACTIVITY BY LOCAL AND FOREIGN COMPANIES AND MILITATED AGAINST FORWARD BUSINESS PLANNING. HOPEFULLY, CLARIFICATION OF ABOVE PROBLEMS WILL HAVE COME BY AND WITH PRESENTATION OF NEW GOI BUDGET AND PLICIES AT NO-RUZ, MARCH 21.

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3. ALSO, THE EMBASS SHOULD BE BETTER ABLE TO ASSIST USDOC TEAM AT THAT TIME COMPARED WITH JANUARY-MARCH PERIOD PRESENTLY CONTEMPLATED. PEAK WORKLOAD OF EMBASSY STAFF FALLS BETWEEN OCTOBER-MARCH.

4. REFTEL, PARA FOUR: THERE IS SOME DOUBT THAT ANY USG OFFICE SPACE WILL BE AVAILABLE AT ANY TIME. ONLY POSSIBILITY IS THREE ROOMS AT USIS SABA BRANCH PRESENTLY BEING USED BY DUSEX HAROLD BROMEL AND STAFF OF U.S. EXHIBIT AT AGWA-FOOD INTERNATIONAL FAIR. HOWEVER, USIS IS CONSIDERING CONVERTING THIS AREA TO PERMANENT STORAGE FACILITIES. TEAM WOULD THEN BE FORCED TO RENT OFFICE SPACE ON OPEN MARKET, A VERY EXPENSIVE PROPOSITION OR TO PERHAPS COMBINE OFFICE REQUIREMENTS WITH HOUSING. APPROXIMATE MONTHLY RENT FOR SHORT TERM LEASE OF FURNISHED ONE-BEDROOM APARTMENT TWO BLOCKS FROM EMBASSY IS \$700-900.

5. NOT ANTICIPATED IN REFTEL WAS THE MINIMAL NEED TO HIRE 3-5 FARSI TRANSLATORS/INTERPRETERS FOR INTERVIEWS AND TRANSLATION OF TECHNICAL DOCUMENTS. PROPOSED MARKET RESEARCH CANNOT BE COMPLETED WITHOUT SERVICES OF TRANSLATORS/INTERPRETERS, SINCE MOST DATA SPECIFIED AVAILABLE ONLY IN FARSI. MONTHLY SALARY ESTIMATED \$700-900 FOR MINIMALLY QUALIFIED PERSON TO ACCOMPANY EACH TEAM MEMBER FOR TEN-WEEK PERIOD; TOTAL COST FOR THIS TYPE OF SERVICE \$11,000-13,000. COST OF SECRETARIAL HELP SPECIFIED IN REFTEL ABOUT \$500/MONTH FOR BILINGUAL SECRETARY WITH MINIMUM TYPING AND SECRETARIAL SKILLS.

6. TEAM SHOULD CONSIDER POSSIBILITY OF MORE PRODUCTIVE ARRANGEMENT RE COST AND TIME BENEFITS BY CONTRACTING A LOCAL BILINGUAL MARKET RESEARCH FIRM. OF 4 OR 5 RESEARCHERS AND STAFF. ESTIMATED COST FOR SUCH CONTRACT \$4,000/MONTH. TO MAXIMIZE TEAM'S EFFICIENCY IN TEHRAN, SUCH A FIRM SHOULD BE HIRED TO BEGIN WORK 2-4 WEEKS IN ADVANCE OF TEAM'S ARRIVAL TO ARRANGE TEAM'S SCHEDULE, TO MAKE NECESSARY APPOINTMENTS AND TO TRANSLATE TECHNICAL DATA ON INSTRUCTION FROM USDOC. FIRM WOULD CONTINUE TO WORK WITH TEAM IN FIELD. CONTRACTING WITH SUCH A FIRM PROBABLY WOULD REDUCE THE LENGTH OF TIME TEAM WOULD SPEND IN IRAN TO 5-6 WEEKS, UNCLASSIFIED

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THEREBY CUTTING EXPENSES FOR PER DIEM, OFFICE SPACE, HOUSING, ETC. FIRM'S CONTRACT WOULD PROBABLY RUN 2-3 MONTHS. MINIMUM LEAD TIME FOR LOCAL FIRM'S PRE-PREPARATION IS 4-6 WEEKS.

7. POST RECOMMENDS FIELD ANALYSIS BEGIN AROUND MID-APRIL OR EARLY MAY, ALLOWING FOR FALL RELEASE OF STUDY.

8. ACTION REQUESTED: USDOC'S COMMENTS ON REARRANGE-
MENT UNTIL SPRING OF TIMEFRAME FOR PROPOSED STUDY AND ON POST'S
SUGGESTIONS FOR CHANGES RE HIRING OF LOCAL MARKET FIRM;
THE HIRING OF 3-5 LOCAL MARKET ASSISTANTS/TRANSLATORS/
INTERPRETERS; AND MAXIMIZING TEAM'S TIME IN TEHRAN.
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